

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA 90028
MINUTES
May 12, 2009
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Blvd., Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Craig Donahue, President, The Donahue Group
Brent Gaulke, Gerding Edlen
Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Travis Serpa, Urban Outfitters

Absent

Nick Spampinato, Hollywood Palladium
Rouben Rapelian, Sunset Bronson + Sunset Gower Studios
Dirk Graeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Joe Salazar, Andrews International

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:05 p.m.

2. Public Comment

There was no public comment.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Ryan Harter and CARRIED to approve the minutes from the CHC's April 14, 2009 Board Meeting. Unanimously approved.

4. Treasurer's Report

A. Treasurer's Report: Duke Gallagher reviewed with the board the Financials through April 30, 2009. Gallagher informed the board that we are right on budget and indicated that the City of Los Angeles is slow in getting the BID public funds.

It was moved by Carol Massie, seconded by Brian Fob and CARRIED to approve the Treasurer's Report from April 30, 2009. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. Progress Report on Demographic Research Initiative: Katie Zandona informed the board that the BID and Chamber had taken the initial steps toward forming a Steering Committee for the Market Research Survey. Zandona informed the board that an initial breakfast meeting was held on April 29 with representatives from the Sunset & Vine BID, the Hollywood Entertainment District, the Hollywood Chamber of Commerce, and AMPAS to discuss the informational needs for the RFP. Zandona reported that attendees at this meeting felt there was a great need to obtain economic and demographic information on those who live, work and play in Hollywood. Other than a visitor survey conducted about 10 years ago, there has been no survey of this scope conducted in Hollywood. Zandona reported that out of this meeting, it was decided that she and Kerry Morrison would begin work on a draft RFP to share with a larger group of representative stakeholders from AMPAS, HED, SVBID, Chamber, LA Inc., W Hollywood, Millennium Partners, CIM Group, CRA, at a meeting that would take place at the Hollywood Chamber of Commerce on May 20.

2. Hollywood as a Campus Initiative: Zandona informed the board that the staff and Chamber had drafted a questionnaire for all participating schools to complete to help staff gain a better understanding of each school's need and concerns, and help staff identify opportunities for collaboration. Zandona reported that approximately six surveys had been completed thus far, and that out of the initial results, it was easy to identify that housing and transportation were items that all schools were concerned with. Zandona reported that of the six schools that completed the survey, most all would be interested in doing a collective open house later in the fall. Kerry Morrison stated that the enthusiasm amongst the schools participating in the initiative was contagious, and reported that the next meeting would be held at the Chamber on May 13, at which time the initial results of the survey would be discussed.

3. Hollywood Visitor's Guide and Map 2009-2010: Zandona reported that sales for the annual visitors guide and map were well underway and that approximately \$60,000 in sales had been secured. Zandona reported that

\$98,000 was the amount needed to break even and that any additional sponsorships secured beyond that amount would be a profit to the HPOA. Craig Donahue inquired whether or not the Sunset & Vine BID would have a presence in the guide. Zandona reported that she would determine appropriate placements for the BID's logo in the guide, and report back at the June meeting on the costs.

4. “Hail a Taxi” Signs: Zandona reported that the staff continues to work with the Hollywood Chamber and Council District 13 on the “Hail-a-Taxi Signage Installation Initiative.” Zandona reported that several hundred signs promoting the Hail-a-Taxi Pilot Program would be installed on light posts throughout Hollywood in June (exact date TBD). Zandona indicated that volunteers would be needed to carry out the installation efforts.

B. Streetscape Committee

1. Community Open Houses for Sunset Boulevard Urban Design Plan: Sarah MacPherson encouraged board members to attend one of the two upcoming Community Open Houses for the Sunset Boulevard Urban Design Plan. The events will be hosted by the CRA and will be held on May 27 from 6 to 8 p.m., and on May 30, from 10 a.m. to 12 noon.

2. Research Conducted on Potential Conversion to Trash Compactor for both BIDs: Sarah MacPherson reported that staff was in the process of researching the option of purchasing a trash compactor in effort to consolidate as much trash as possible at one location and eliminate unsightly dumpsters. MacPherson stated that staff was looking for potential locations (with electrical and sewage access) to house the trash compactor and mentioned that the BID would be willing to lease the space. MacPherson reported that trash compactors are a cost-effective option for businesses that pay more than \$2,000-per-month in trash collection. MacPherson stated that space requirements were still being determined, as were the costs associated with purchasing a trash compactor. Kerry Morrison expressed a desire to hire someone to calculate the costs and determine the needs, and also expressed interest in hosting a trash symposium for BID stakeholders.

3. Landscaped Tree Well Demonstration Project: Michael Pogorzelski reported that several tree wells had been selected for a landscape demonstration project. Pogorzelski reported that grass would be planted in the selected tree wells to provide a decorative element and prevent people from stepping into the wells. Sarah MacPherson passed around a photo of what this would look like.

C. Security Committee

1. Report from Andrews International: Assistant BID Security Director Joe Salazar provided a general year-to-date report on Andrews International’s security activities in the BID. Salazar reported that BID Security had been receiving more calls from businesses regarding business disputes. He said that this was largely due to the fact that more and more business owners in the BID are becoming aware of Andrews and now have Andrews’ phone number and e-mail address on file. Salazar reported that 61 percent of arrests made in

2009 were drinking related. Salazar detailed arrests made during the past month: Approximately 103 drinking-related arrests, 29 urination-related arrests, and 6 drug-related arrests. Salazar explained BID Security's relationship with LAPD and indicated how Andrews has the resources to respond quickly to calls when LAPD simply cannot due to a lack of resources. Salazar explained Andrews' relationship with PATH, and indicated that there have been an increased number of homeless people in the BID in comparison to last year. Salazar reported that this was likely due to the recession and job loss. Craig Donahue requested to see a SFW chart tracking trends and arrests in the BID.

2. Proposal Advanced by Hollywood Hospitality Association to Increase Consumption Hour to 4 a.m.: Kerry Morrison reported on the recent movement by the Hollywood Hospitality Association to change state law by changing the alcohol consumption hour from 2 a.m. to 4 a.m. in Hollywood. Morrison reported that the issue has been percolating in Hollywood and informed the board of a recent meeting Council District-13 held two weeks ago in which HHA presented their case to LAPD, VICE and CD-13. Morrison informed the board that HHA has met with Assemblymember Kevin DeLeon and has requested a meeting with the Mayor's office. Morrison asked the board if they would like to take a position on the issue and make a motion at the June meeting. A general discussion ensued, in which board members decided to hold off on the notion of taking a position until the issue was discussed at the next Security Committee Meeting, and feedback was brought back to the board.

3. Hollywood Police Station Clean Up: Kerry Morrison expressed thanks to Brian Folb and Sarah MacPherson for helping to coordinate a very successful clean up effort at the Hollywood Police Station in preparation for the May 7 inspection by Chief Bratton.

4. Nick Spampinato Resigning from Board: Kerry Morrison reported that Security Committee Chairperson Nick Spampinato was moving to New York to take a job in theatre management, and would be resigning from the board. Morrison reported that his replacement would be sought, as would a new chairperson for the Security Committee.

7. New Business

A. Report on Plans to Bring L.A. Marathon back to Hollywood on a Sunday and Potential Community Impacts: Kerry Morrison discussed how there had been talk about moving the marathon back to a Sunday and having it go through Hollywood. Morrison reported the Hollywood United Methodist Church was spearheading a coalition of churches to lobby against this given the financial impact when church attendance suffers due to street closures. The board requested additional information before taking a position and no motion was made.

B. Discussion Regarding Opportunities to Recognize Contributions or Achievements of SVBID Stakeholders: Craig Donahue requested that the item be tabled until a later date.

8. Old Business

A. Report from Ad-hoc Bylaws Review Subcommittee: Kerry Morrison reported that the Bylaws subcommittee (Gallagher, Harter, Donahue and Degraeve) had completed their work. She reported on recommended amendments to the bylaws, including proposed changes made in the following categories: Number and Selection of Directors (section 5.2), Eligibility to be a Director (section 5.3), The Election Process (section 5.4), Ex-Officio Directors (section 5.5), Meetings of Directors (section 5.6), Committees (section 5.9), Election of Officers (section 7.2), Responsibilities of Officers (section 7.7), and the Public Records Act (section 9.1). Morrison reported that although Jeff Briggs had provided the initial review to recommend areas that required amendment in order to conform with the Brown Act, he had not commented on this final draft.

It was moved by Ryan Harter, seconded by Michael Pogorzelski and CARRIED to approve the recommended amendments to the bylaws contingent upon approval by Jeff Briggs. Unanimously approved.

9. Report from Kerry Morrison

A. Annual Meeting Preparations: The date for the Board's Annual Meeting has been set for Thursday, May 28, 2009 from 8:30 a.m. to 10:30 a.m. Kerry Morrison reported that the meeting would be held inside the Stanley Kramer Theatre at Sunset Gower Studios. Morrison indicated that she would look into the possibility of arranging a tour of Sunset Gower Studios for interested stakeholders following the meeting.

B. Meeting with City Ethics Commission Regarding Re-draft of the Municipal Lobbying Ordinance: Kerry Morrison informed the board that there had been discussion about turning BIDs into official lobbying organizations and expressed her opposition to this notion. Morrison reported that our BIDs are very different from lobbyists, as we are already under contract with the City of Los Angeles, we already hold open meetings, and all we do is for the egalitarian good of the community at large.

8. Next Meeting

The next meeting was scheduled for Tuesday, June 9, 2009 at 4 p.m. at AMPAS (1313 Vine St., Hollywood, CA 90028).

9. Adjournment

There being no further business the meeting was adjourned by board president Craig Donahue at 6 p.m.